

outer/edge Structured Data Module for Magento 2

Our open source module allows you to quickly add structured data markup to any Magento 2 store by simply installing our module and setting a few configuration options. Once this module is installed you will have valid structured data in the source of your product, contact and CMS pages. For example: <https://developers.google.com/search/docs/advanced/structured-data/product>

This will look similar to the below:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "@id": "https://example.co.uk/blue-t-shirt#Product",
  "brand": {
    "@type": "Brand",
    "name": "Nike"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "bestRating": "5",
    "worstRating": "1",
    "ratingValue": "4.55",
    "reviewCount": "5"
  },
  "name": "Nike Blue T-Shirt",
  "sku": "blue-t-shirt",
  "description": "Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Integer viverra vitae nulla quis venenatis. Donec
sollicitudin pharetra eros, in facilisis justo fringilla eu. In at
consequat felis.",
  "image": "https://example.co.uk/media/catalog/product/b/t/blue-t-
shirt.jpg",
  "offers": {
    "@type": "Offer",
    "url": "https://example.co.uk/blue-t-shirt",
    "price": 18.99,
    "priceCurrency": "GBP",
    "priceSpecification": {
      "price": 18.99,
      "priceCurrency": "GBP",
      "valueAddedTaxIncluded": true
    }
  }
}
```

```
    },  
    "availability": "http://schema.org/InStock",  
    "itemCondition": "http://schema.org/NewCondition"  
  }  
}  
</script>
```

The module provides the following structured data:

Product Page

- @type
- @id
- name
- sku
- description
- image
- weight
- brand
- aggregateRating
 - bestRating
 - worstRating
 - ratingValue
 - reviewCount
- mpn
- material
- color
- price
- priceCurrency
- valueAddedTaxIncluded
- availability
- itemCondition
- AggregateOffer
 - offers
- highPrice
- lowPrice

Contact Page

- @type
- @id

- name
- image
- address
- telephone
- email
- url
- geo

🔗 CMS Page

- name
- mainContentOfPage
- description
- primaryImageOfPage

🔗 Installation

🔗 Install via Composer

```
composer require outeredge/magento-structured-data-module
```

🔗 Review configuration for Structure Data Module

Configuration is available in Stores > Configuration > outer/edge > Structured Data . The following options are available:

🔗 Structured Data (Product)

Enable	<input type="text" value="Yes"/>
Use Short Description	<input type="text" value="No"/>
	<small>Instead of description</small>
Include Child Products	<input type="text" value="No"/>
	<small>Include offers each child product on configurable products</small>
Include Product Weights	<input type="text" value="No"/>
Product Brand/Manufacturer field	<input type="text" value="manufacturer"/>

- **Enable:** Enable or disable structured data on product pages.
- **Use Short Description:** Use `short_description` attribute for the `description` markup. By default `description` will be used.

- **Include ChildProducts:** Choose whether to include individual offer for each child (simple) product for structured data on configurable product pages.
- **Include Product Weights:** Add weight schema to product page structured data.
- **Product Brand/Manufacturer field:** Choose which Magento attribute is used for the brand schema. If not specified the module will automatically check for manufacturer and brand attributes.

🔗 Structured Data (CMS Page)

Enable	<input type="text" value="Yes"/>
Enable about page	<input type="text" value="Yes"/>
About Page	<input type="text" value="About Us"/>

- **Enable:** Enable or disable structured data on CMS pages.
- **Enable About Page:** Enable or disable "@type": "AboutPage" .
- **About Page:** Select the CMS page for "@type": "AboutPage" .

🔗 Structured Data (Contact Page)

Enable	<input type="text" value="Yes"/>
Type	<input type="text" value="LocalBusiness"/>
Latitude	<input type="text" value="50.123456"/>
Longitude	<input type="text" value="-0.123456"/>

- **Enable:** Enable or disable structured data on Contact page.
- **Type:** Select whether business in a Local Business or Organization.
- **Latitude:** Specify latitude for local business.
- **Longitude:** Specify longitude for local business.

Once the module is installed and configured you will find the schema markup in your source code:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "@id": "https://example.co.uk/blue-t-shirt#Product",
  "brand": {
    "@type": "Brand",
    "name": "Nike"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "bestRating": "5",
    "worstRating": "1",
    "ratingValue": "4.55",
    "reviewCount": "5"
  },
  "name": "Nike Blue T-Shirt",
  "sku": "blue-t-shirt",
  "description": "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vive",
  "image": "https://example.co.uk/media/catalog/product/b/t/blue-t-shirt.jpg",
  "offers": {
    "@type": "Offer",
    "url": "https://example.co.uk/blue-t-shirt",
    "price": 18.99,
    "priceCurrency": "GBP",
    "priceSpecification": {
      "price": 18.99,
      "priceCurrency": "GBP",
      "valueAddedTaxIncluded": true
    },
    "availability": "http://schema.org/InStock",
    "itemCondition": "http://schema.org/NewCondition"
  }
}
</script>
```

🔗 References

🔗 Google docs for structured data format (using JSON-LD format)

<https://developers.google.com/search/docs/guides/intro-structured-data> <https://developers.google.com/search/docs/advanced/structured-data/product>

🔗 Structured data syntax is based on

<http://schema.org/>